

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BMR 3114 – SELLING AND SALES MANAGEMENT
(BM 01)

2nd March 2016
2.30 P.M. – 4.30 P.M.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 sections: **Section A** and **B**.
2. Answer **all questions from sections A** and **2 questions from section B**
3. Please write your answers in the Answer Booklet provided. Please make sure that you write in a handwritten that can be understood by the examiner.

Section A: Answer all question in this section. (50 marks)**Question 1**

- a) Most companies provide training for the salespeople when they join organizations. As a Sales Manager, you need to plan training for the new sales trainee based on the "The Sales Training Cycle". Please provide the training programme and explain the task that you need to carry out for the new salespeople.

(20 marks)

- b) Every marketing activities, have their own functions. What are the function for sales and selling?

(5 marks)

(Total: 25 marks)

Question 2

Brad Pitt has been promoted to a sales manager position. As a sales manager that newly been promoted, explain the power that is available for him to use. Give example on each power that you explained.

(25 marks)

Section B: Answer any 2 questions from section B. (50 marks)**Question 1**

Bruce Willis want to examine his subordinate performances and abilities through qualitative performance measures. Please help Bruce Willis by advising him about qualitative performance measurement and the tools as well as method that can be used for the purpose.

(25 marks)

Question 2

Before making a purchase, many businesses will engage on specific process before making a decision. Moreover, businesses also need to face different types of buying situation compared to normal customers. Explain the 5 step process of decision making by businesses and the 3 types of buying situations that businesses faced

(25 marks)

Question 3

Based on what you have learned,

- a) What does it means to be a Sales Manager (12 marks)
- b) Explained the 4 types of selling approach that can be used in selling activities. (13 marks)

(Total: 25 marks)

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